

ABSTRACT

2 The present invention discloses a system and method for enabling the remote
3 purchasing of products or services, etc. (e.g., alcoholic beverages) wherein, as part of the
4 buying transaction, the purchaser indicates a specific physical location where the product
5 will be claimed, may identify a third party as the “recipient” of the product by providing
6 the third-party’s e-mail or text messaging address, can attach a personalized message to
7 the transaction, and can specify the information required for recipients who are already
8 known to the system to make an expedited return purchase in real or near-real time. In
9 one aspect, a method of facilitating a third-party purchase includes the steps of receiving,
10 via a first communications device, an instruction from a purchaser to purchase at least
11 one product or service for a prospective recipient at a venue designated to provide that
12 product or service to the recipient in person, the instruction comprising data identifying at
13 least the recipient, the product or service, and the venue; and sending to the venue, via a
14 second communications device, data identifying at least the recipient and the product or
15 service.